

# Wide Eye Outdoor

## Retail D

### Production Specifications

Wide Eye Outdoor Retail D screens are 55" high definition portrait size, located across shopping centres in Dublin.

Artwork/broadcast ready files must be received 1 week prior to standard in-charge date. Concept approval must be received 2 weeks prior to standard in-charge date.

Please send digital artwork to:

[darragh@focalmedia.com](mailto:darragh@focalmedia.com)

And

[design@focalmedia.com](mailto:design@focalmedia.com)

For further information on Wide Eye Outdoor Retail D please contact

E [nicky.boylan@wideeyemedia.com](mailto:nicky.boylan@wideeyemedia.com)

M 086 225 6676

Retail D artwork ready files should meet the following specifications:

#### **Video**

- 10 seconds in length
- 1080x1920 pixels, Progressive video
- 9:16 aspect ratio
- 25 frames per second
- Square Pixels (1.0)
- Maximum file size 100MB
- Audio track rendered empty
- File Formats: QuickTime .MOV – h.264 Video Codec  
.MP4 - h.264 Video Codec  
.WMV – Windows Media 9 Video Codec

#### **Still Image**

- High Quality .jpeg file
- 9:16 aspect ratio
- Minimum resolution 1080x1920

Retail D Display facts/features

- Each ad is 10 seconds in length and plays within a 60 second loop

- The screens are intended to run full motion and animation
- The Retail D network is a visual medium only with no sound
- A two second hold on the end frame is recommended
- Final content is displayed portrait on screens

#### Retail D Screen Play

Three main ways to work the format

- Create a single video file which displays the same content each time the 60 second loop plays
- Create multiple video files which will play on alternate loops
- For innovative campaigns, content can be facilitated by
  - day part specific messages for defined time blocks
  - day of week

#### Retail D Compliance

The exhibition of any material is subject to the approval of Wide Eye Outdoor and the exhibitor and must adhere to current statutory industry controls and industry codes of practice.

No political advertising will be accepted as part of standard policy.